IN THE CLAIMS:

1. (currently amended) A method for accumulating and using online consumer sales transaction data ~~from~~ produced by a plurality of sales transaction servers ~~sources for further use~~ in targeted offline advertising by a main database server, the method comprising the steps of:

collecting the online consumer sales transaction data by the main database server from the plurality of sales transaction servers, the online consumer sales transaction data corresponding to online consumer sales serviced by the plurality of sales transaction servers;

standardizing the online consumer sales transaction data by the main database server such that the consumer sales transaction data conforms to a predetermined format;

storing the standardized consumer sales transaction data ~~on a~~ by the main database server in a database ~~comprising memory~~;

accumulating the standardized consumer sales transaction data for each consumer by the main database server such that a group of the consumer sales transaction data relating to a specific consumer is assigned to that consumer; ~~and~~

segmenting the standardized consumer sales transaction data by the main database server such that a group of consumers can be defined by the group's characteristics; and

for the group of consumers defined by the group's characteristics, preparing an offline advertisement for the consumer by the main database server based upon the group's characteristics.

2. (original) The method of claim 1 and further including the step of cross referencing the standardized consumer sales transaction data with consumer sales transaction data accumulated from the plurality of sales transaction sources.

2

3.   (original) The method of claim 1 wherein the step of standardizing includes grouping the consumer sales transaction data into a plurality of data fields that are separated by delimiters.

4.   (original) The method of claim 3 wherein the data fields comprise a field for a consumer's age, a field for the consumer's mailing address, a field for the consumer's item of purchase, and a field for the consumer's cost of purchase.

5.   (currently amended) The method of claim 1 ~~3~~ wherein the <u>offline advertisement is at least one of a postal mailer, a mailed post card, and a targeted mailed coupon</u> ~~delimiters comprise semicolons~~.

6.   (currently amended) A <u>computer</u> system for the accumulation, ~~and~~ segmentation, <u>and use</u> of <u>online</u> consumer sales transaction data, the system comprising:

a plurality of transaction servers for <u>producing and</u> storing <u>online</u> consumer sales transaction data<u>, the online consumer sales transaction data representing online</u> ~~from~~ consumer

5   sales transactions; and

a main database server, comprising memory, <u>communicatively</u> coupled to the plurality of transaction servers and to the Internet, the main database server additionally comprising an apparatus<u>,</u> ~~coupled to each transaction server,~~ for<u>:</u>

downloading the <u>online</u> consumer sales transaction data from the plurality of

10   transaction servers<u>;</u>

<u>standardizing the online consumer sales transaction data into a predetermined</u> <u>format, thus generating standardized sales data;</u>

<u>storing the standardized sales data in a database of the main database server;</u>

<u>accumulating standardized sales data corresponding to a particular consumer in</u>

15   <u>the form of a consumer data file; and</u>

<u>preparing an offline advertisement for the particular consumer based upon the</u> <u>consumer data file.</u>

7.   (currently amended) The system of claim 6 wherein the <u>offline advertisement is at</u> <u>least one of a postal mailer, a mailed post card, and a targeted mailed coupon.</u>

20   ~~apparatus of downloading comprises a dedicated data line to each of the plurality of~~ ~~transaction servers.~~

8.　(original) The system of claim 6 wherein each of the plurality of transaction servers is coupled to a modem having a connection to the public switched telephone network.

9.　(currently amended) The system of claim 8 wherein the <u>main database server</u> ~~apparatus of downloading comprises a computer~~ <u>downloads the online consumer sales transaction data from the plurality of transaction severs via a</u> modem coupled to the public switched telephone network.

10.　(original) The system of claim 6 wherein each of the transaction servers is coupled to a satellite transceiver.

11.　(currently amended) The system of claim 10 wherein the ~~apparatus of downloading comprises~~ <u>main database server</u> ~~apparatus of downloading comprises a computer~~ <u>downloads the online consumer sales transaction data from the plurality of transaction severs via a satellite transceiver.</u>

12.   (currently amended) A method for the accumulation and use of online consumer sales transaction data by a computer system, the computer system comprising a plurality of consumer transaction servers and a main database server having memory, the method comprising the steps of:

5   producing the online consumer sales transaction data by the plurality of consumer transaction servers, the online consumer sales transaction data corresponding to online consumer sales serviced by the plurality of consumer transaction servers;

collecting the online consumer sales transaction data by the main database server from the plurality of consumer transaction servers;

10   standardizing the online consumer sales transaction data into a predetermined format by the main database server, thus generating standardized sales data;

storing the standardized sales data in the main database server memory; and

accumulating the standardized sales data by the main database server for each consumer such that a group of the standardized sales data relating to a specific consumer and gathered from

15   at least one of the plurality of consumer transaction servers is assigned to that consumer in the form of a consumer data file; and

preparing an offline advertisement for the consumer by the main database server based upon the consumer data file.

13.   (original) The method of claim 12 wherein the main database server memory

20   comprises a hard drive.

6

14.   (original) The method of claim 12 wherein the main database server memory comprises a tape drive.

15.   (original) The method of claim 12 and further including the step of segmenting the standardized sales data for each consumer such that a group of consumers can be defined by the group's characteristics.

16.   (original) The method of claim 12 wherein the step of standardizing includes grouping the consumer sales transaction data into a series of predefined data fields, each predefined data field being separated from a preceding and a succeeding data field by a delimiting character.

17.   (original) The method of claim 16 wherein the delimiting character includes a semicolon and the predefined data fields include a data field for the consumer's age, a data field for the consumer's mailing address, a data field for the consumer's item of purchase, a data field for the date of purchase, and a data field for the consumer's price of purchase.

18.   (original) The method of claim 12 and further including the step of the main database server downloading the consumer sales transaction data from the plurality of consumer transaction servers over a telephone line.

19. (original) The method of claim 12 and further including the step of the main database server downloading the consumer sales transaction data from the plurality of consumer transaction servers over a satellite system.

5   20. (currently amended) The method of claim 12 wherein the <u>offline advertisement is at least one of a postal mailer, a mailed post card, and a targeted mailed coupon</u> ~~main database server memory comprises a CDROM drive~~.